

(Advertisement)

# K-mart to open new area store

The 84,189-square-foot K-mart discount department store in Houston on West F.M. 1960 at Kuykendahl Rd. will open to the public Thursday. According to the management.

The new Houston K-mart will be the 55th in Texas as the S. S. Kresge Company, operator of K-marts, continues its programmed expansion of its K-mart division in the state. Also on Thursday, K-marts will make their debuts in Saugus, Mass.; Carson City, Nev., and Monticello, Ind., bringing the number of K-marts operating in the United States, Puerto Rico, Canada and Australia to 948. Kresge expects to open more than 130 K-marts this year.

Houston officials and top executives of the Kresge Company will take part in a brief ribbon-cutting ceremony at the main doors of the department store immediately before opening.

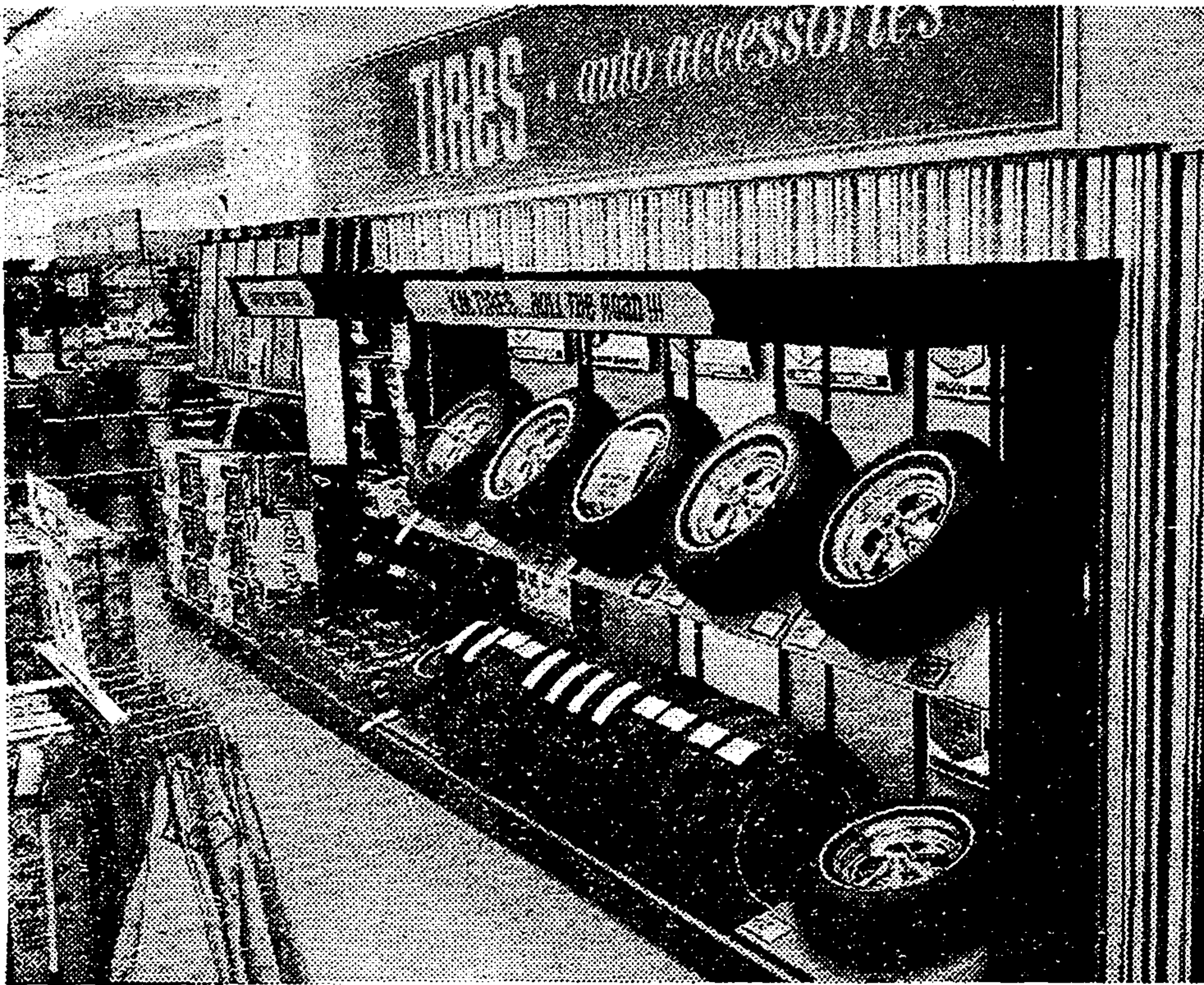
Because record crowds of all ages are expected to participate in the grand opening, police have been asked to give special attention to the traffic on the streets surrounding the store during the first few hours of opening. This is for the safety of the motorists driving by. Once a car is in K-mart's adequate and convenient parking lot there should be no congestion.

The new K-mart, selling nationally advertised products and backing all sales with a "satisfaction always" policy, will be a discount department store in its pricing policies.

Following are highlights of the merchandise the department store will carry: appliances; furniture; building tools; floor coverings; draperies, yard goods and sewing materials; women's fashions; men's, boys', girls' and infants' clothing; bedding; jewelry; camera supplies; records and books; pets and pet supplies, and health and beauty aids. The K-mart will have a complete automotive center with a large auto music section featuring stereo tape players and tapes. Several bays will be available to expedite light maintenance and parts replacement service. The center will offer wheel alignments and balancing; the quick checking and replacement of brakes, tail pipes and mufflers. The store will also feature a full-line sporting goods department and a self-serve snack bar with booth seating.

More than 100 Houston area residents will be given full employment when the new K-mart opens. Additional personnel will be hired part-time during holiday seasons. A staff made up of entirely local people will assure that K-mart is alert to all the needs of its new customers.

The first K-mart opened in a suburb of Detroit in 1962. Kresge conceived K-mart as a store selling top-quality merchandise at a small profit to induce high volume. This concept brought immediate and overwhelming acceptance resulting in the world's fastest-growing mass merchandising chain.



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